

OFFICE OF THE CITY MANAGER

LTC # 234-2012

LETTER TO COMMISSION

TO:

Mayor Matti Herrera Bower and Members of the City Commission

FROM:

Kathie G. Brooks, Interim City Manager

DATE:

September 10, 2012

SUBJECT: City-County Communications & Marketing Association (3CMA) Savvy Awards

The purpose of this Letter to Commission is to inform you that Miami Beach's "Blue Skies, White Sands, Green City: Sustainability Plan" was awarded a Silver Circle Award in this year's 3CMA (City-County Communications and Marketing Association) Savvy Awards competition in the "Go Green" Communications Efforts category.

Winning entries had to show that they were not only successful but also effective. This is what judges said of our award-winning entry:

"The judging team is green with envy and will soon be packing our bags for a trip to Miami Beach. The application was well written and very readable. This extensive plan hit on all cylinders with solid documentation to back every step of the group's work. The tagline was creative and invokes a great image for the residents of Miami Beach who are obviously passionate about their surroundings."

The Savvy Awards competition recognizes outstanding local government achievements in communications, public-sector marketing and citizen-government relationships. The Savvies salute skilled and effective city, county, or agency professionals who have creatively planned and carried out successful innovations in communications and marketing.

Please join me in congratulating the professional staff who diligently work on producing and marketing these outstanding programs.

If you have any questions or need any additional information, please feel free to contact me.

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